

ABSTRACT

Embodiments of the invention relate to a system and method for real-time validation and redemption of paper and electronic coupons; electronic coupon distribution; electronic clearing and reporting of paper and electronic coupon redemptions; and an "Universal Club Card" that combines coupon scanning, coupon redemption, coupon distribution, loyalty cards, club cards, gift cards, frequent shopper programs, store credits and many other retail store promotions into one efficient and convenient portable scanning device.